

Positive Alternatives 2016 - 17 Quarterly Update

Grantee (Name and city): Lake Minnetonka Life-Care Center (DBA Southwest Options for Women)

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Goal: Assist pregnant women in acquiring necessary services for a healthy, full-term pregnancy. Assist pregnant women with pregnancy and parenting education to foster a healthy pregnancy and increase successful parenting knowledge.

For the period/quarter: Quarter 2

October, November, December 2016

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Continue training of staff, volunteers, outreach/client advocate Coordinate volunteers Staff and program assessments Hire another staff person to assist with clients and office duties (July 2016) Hire Accountant (July 2016) Other administrative duties Order/purchase incentive materials for clients Car seat Technician recertification Learning Journey's Life Coaching implemented into EWYL education programs Life Coach will enter mastery		SWOW was successful in interviewing and filling the new position of Outreach Client Coordinator—new employee will begin on 1-03-17. Volunteers, Client Coordinators (CC), Life Coaches (LC), and Executive Director (ED) are making new connections with local ministries, agencies, and government programs to further and better assist pregnant and parenting women/families in our community. Staff continues to be educated and trained through webinars, seminars, on-line training, and class room training. Life Coaches attend continuing certification requirements. Executive Director/Life Coach began advanced classes in October and will continue until April 2017. SWOW is utilizing an accounting/bookkeeping firm to assist and review Invoices and Grant Invoices.	

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	program (2016) Certain qualifying staff will participate in a three day Life Coach training called: Power of Possibilities		<p>New and updated curriculum has been acquired. Incentives are being purchased and distributed to clients in our programs.</p> <p>Car Seat Tech is certified.</p> <p>Coaching is being incorporated into the EWYL program.</p> <p>When new staff is hired they will enter the Power of Possibility life coaching course. One volunteer completed the class in December.</p>	
Outreach	<p>Continue seeking effective means of advertising and publicizing program to draw new clients and establish new community connections to enhance Necessary Services referrals.</p> <p>Continue advertising in publications, church bulletins, and other communal spaces.</p> <p>Reach out to community advocates to better collaborate and increase capacity.</p> <p>Expand participation in EWYL Program (English and Spanish)</p> <p>Promote the EWYL program to Spanish speaking & Somali women.</p>		<p>Advertising is strong throughout our local churches (church bulletins, ministries fairs, newsletters, church organizations focusing on support services for pregnant women and families with infant children) and community agencies i.e. WIC, ICA Food Shelf, STEP Food Shelf, IOCP Food Shelf, battered women shelters, teen shelters, police stations, and other local services.</p> <p>Restroom advertisement is being placed in local movie theatres, bars, and bowling alley (November 2016).</p> <p>Brochures and information are being distributed to solidify community relationships and expand awareness of our programs and Necessary Services.</p> <p>New clients are signing up for Earn While You Learn (EWYL) programs and receiving necessary services. Spanish speaking clients are being served by Spanish interpreter. There's been an increase of Somali women in our programs and they are being served with EWYL and Necessary Services.</p>	

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Car Seat Program	Require clients to watch car seat safety video and answer related questions on worksheet questionnaire. Provide certified car seat instruction and testing by our own Child Passenger Safety Technician. Provide new, safe car seat.	9	Clients are watching required car seat education videos and correctly answering corresponding worksheets / homework. Clients are earning new safe car seats and provided with hands on testing and instruction by a Minnesota certified Child Passenger Safety Car Seat Technician.	7
Case Management Services	Provide on-going telephone follow-up and/or office appointments for clients testing positive for pregnancy and for those enrolled in the EWYL program.	90	Client follow-up is ongoing in all programs. Because of continued client contact, our staff is able to better track and provide services to women in need. This also provides women with much needed mental, physical, and moral support throughout their pregnancy and beyond. EWYL programs and pregnancy support programs (and follow-up) are being offered to women testing positive for pregnancy.	203
Crib Distribution/ Sleep Safety Education	Required viewing of Crib Safety videos, reading of Back to Sleep materials, completing corresponding worksheets, review answers with Client Coordinator Clients earn crib and mattress or pack-n-play	6	Clients are complying with all crib safety education requirements (videos, reading materials and worksheets) and learning how to create a safe sleep environment for their children. CC's review worksheets and homework and then instruct client on proper procedures. Clients earn a new crib or pack-n-play after completion of education.	6
Financial Assistance	Provide qualified clients with assistance in completing financial form and follow- up for Cradle of Hope.	3	Clients are being served by Cradle of Hope financial assistance. CC's are assisting clients with forms and follow-up.	3

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Material Support	Provide material assistance to women: Maternity clothing, infant clothing, blankets, diapers, formula, baby food, infant hygiene products, (also-crib, mattress, pack-n-play, stroller, car seat - to those who qualify)	150	Women are being provided with all material assistance and CC's continue to seek new ways to provide and promote these essential supplies.	115
Parenting Education	<p>Enroll clients into programs and assess client needs</p> <p>Meet individually with clients to assist them in choosing proper educational material and Life Coach sessions:</p> <p>Address the individual's needs or concerns.</p> <p>Help clients to complete assignments when necessary.</p> <p>Continue to offer videos, lessons, and counseling after baby is born</p> <p>Sample of Educational Curriculum:</p> <ul style="list-style-type: none"> ○ Shaken Baby Syndrome ○ SID's/ Safe Sleep ○ Preventing Child Sexual Abuse ○ Domestic Violence ○ Practical Fatherhood ○ Happiest Baby on the Block ○ CPR Training 	60	<p>Clients are being enrolled into our EWYL and coaching programs. Clients are being qualified, assisted, assessed, and supported throughout their pregnancy with life affirming and encouraging support.</p> <p>Women are being served and empowered by life coaching sessions.</p> <p>ED, volunteers, Life Coaches, and CC's assist women with achieving their pregnancy and parenting goals. Education, training, videos, and one on one discussion about homework assignments helps to foster our client's positive growth and development in our programs.</p> <p>This support continues for two years after the birth of their child.</p>	61

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	○ Car Seat Safety Confidence at the Core: Baby and Me (work book) done with Life Coach. Helps families gain confidence with parenting skills.			
Pregnancy Education	1 st 2 nd 3 rd Trimester Labor and Delivery Breast Feeding Post-Partum Depression Nutrition Smoking While Pregnant What's Safe What Isn't (Preventing Fetal Alcohol Syndrome) Confidence at the Core: Baby and Me (work book) done with Life Coach Helps families gain confidence with parenting skills.	50	Clients are gaining valuable information and hands-on training through our Pregnancy Education.	35
Provide Necessary Services to all clients	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals services.	25	All clients are being provided with assessment, information, and referrals to programs at our center and other community programs.	14

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Provide Necessary Services Assessments Only	<p>Provide Necessary Services intake assessments to determine the needs of clients who do not receive any other grant-funded program service.</p> <p>Provide women with information on, referral to, and assistance with securing pregnancy and parenting support services.</p> <p>Utilize resource database to provide information and make referrals.</p>	5	<p>Clients are provided Necessary Services and intake forms to help assess and determine eligibility into our programs or referrals to other agencies. Staff and volunteers utilize our extensive data base to determine all services and referrals that clients need.</p>	6

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	6
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	6
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	6
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	6
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	8
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	4

Challenges:

SWOW experienced a lower than average amount of clients and walk-in clients this quarter. This made our numbers low in many categories. We are not aware of the reason, other than cold weather and the holiday season.

Comments:

Clients are being served in greater numbers and they often comment how much they appreciate the support they're receiving by our kind and devoted staff.